ORDER

Orders

Order / Rev:

107428

Alt Order #:

06860894

Product Desc:

issue

Estimate:

1970

Flight Dates:

10/04/12 - 10/08/12 10/03/12 / 10/16/12

Original Date / Rev:

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

KSNV

National

Agency

Name:

Great American Medla

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Priority:

Democratic Senatoriai Campaign Con

Demographic: **Product Codes:** A35+

PLI2,PLI1

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots **Gross Amount** Net Amount 10/08/12 40 \$59,375.00 \$50,468.75 10/01/12

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$59,375.00	\$50,468.75	0.00
Totals	40	\$59,375.00	\$50,468.75	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$59,375.00
Market	100%	\$247,395.83

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$61,848.96
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$59,375.00
KTUD	1%	\$2,473.96
KVVU	20%	\$49,479.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$14,843.75

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ē	1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	MTWTF	:30	2	\$600.001	0.00 NM	2	\$1,200.00
					M-F 5-6a WakeU	p w/Wagners								
	l	WAKE L	JP WITH T	THE WAG	NERS									
		<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	We	eek: 10/0	02/12	10/08/12	MTWTF	2	\$600.00	0.00						

Print Date: 10/17/12 08:03:11

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Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/02/1	2 10/08/12	M-F 5-6a WakeUp		5-6a	MTWTF	:30	2	\$600.001	0.00 N M	2	\$1,200.00
	WAKE	LID WITH	I THE WAGI	M-F 5-6a WakeU	p w/Wegners								
		irt Date	End Date	Weekdays	Spots/Week	Rete	Rating						
٧	Veek: 10		10/08/12	MTWTF	2	\$600.00	0.00						
E 2	KSNV	10/02/1	2 10/08/12	M-F 6-7a WakeU	w/Wa@M	6-7a	MTWTF	:30	2	\$1,000.001	0.00 N M	2	\$2,000.00
				M-F 6-7a WakeU	p w/Wagners								
			THE WAGI		0	D-1-	D-C						
١٨	<u>Sta</u> Veek: 10	irt Date	End Date 10/08/12	<u>Weekdays</u> MTwTF	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
E 3				Today Show	CM	658a-9am	MTWTF	:30	1	\$1,900.001	0.00 NM	1	\$1,900.00
	110111	(0.0=	0.00.1_	Today Show	•				•	ψ τ σ σ σ σ σ σ σ σ σ σ σ σ σ σ σ σ σ σ σ	0,00 14		\$1 000100
	TODAY	SHOW		·									
	-	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Veek: 10		10/08/12	MTWTF		\$1,900.00	0.00						
E 4	KSNV	10/07/1	2 10/07/12	News 3 Sunrise - News 3 Sunrise 5		6a-7a	S	:30	1	\$750.001	0.00 NM	1	\$750.00
-	NEWS	3 AT SU	NRISE	News 3 Sumse 3	DUNDAI								
		art Date	End Dete	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10	/01/12	10/07/12	S	1	\$750.00	0.00						
E 5	KSNV	10/07/1	2 10/07/12	News 3 Today WI	knd CM	9a-930am	S	:30	1	\$750.001	0.00 N M	1	\$750.00
				News 3 Today									
			//WKEND	101	Omata //Maal.	Data	Deline						
v	<u>אנו</u> Veek: 10	art Date	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
E 6				M-F Today Show	II 3rd HRM	9-10a	MTWTF	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
	KOIW	10/02/1	2 10/00/12	M-F Today Show		0 100	,,	.00	_	Ψ1,000.001	0.00 14171	_	φ2,000.00
	TODAY	'SHOW	II	·									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Veek: 10		10/08/12	M		\$1,000.00	0.00	· · · · · · · · · · · · · · · · · · ·				_	
E 7	KSNV	10/02/1	2 10/08/12	M-F Today Show	III 4th 18M	10am-11am	MTWTF	:30	2	\$600.001	0.00 N M	2	\$1,200.00
	TODAY	SHOW	111	Today 4th Hour									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
٧	Veek: 10		10/08/12	M	2		0.00						
E 8	KSNV	10/02/1	2 10/08/12	Rachael Ray	СМ	11am-12pm	MTWTF	:30	2	\$500.001	0.00 N M	2	\$1,000.00
				Rachael Ray									
	RACHE		E- 10-(-	M41	O mate AM a al-	D-4-	Datter						
	<u>Sta</u> Neek: 10	art Date	<u>End Date</u> 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week		Rating 0.00						
ES			2 10/08/12		CM 2	12-1230pm	0.00 MTWTF~~	:30	2	\$500.001	0.00 N M	2	\$1,000.00
L 3	KONV	10/02/1	2 10/00/12	Noon News	Q (V)	12-1230pm	1-71 44 11	.50	2	Ψ500.001	0.00 14(4)	_	Ψ1,000,00
	NEWS	3 AT NO	ON										
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	Week: 10		10/08/12	MTWTF	2		0.00						
E 1	0 KS N V	10/02/1	2 10/08/12	•		1258p-2pm	MTWTF	:30	2	\$425.001	0.00 N M	2	\$850.00
	DAYS	OF OUR	LIVES	Days of our Lives	5								
		art <u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
١	Neek: 10		10/08/12	MTWTF	2		0.00						
E1	1 KSNV	10/02/1	2 10/08/12	The Doctors	СМ	2pm-3pm	MTWTF	:30	2	\$325.001	0.00 NM	2	\$650.00
				The Doctors									
		OCTORS		1011	0	Б.	D-4						
,	<u>St:</u> Neek: 10	art Date	End Date 10/08/12	<u>Weekdays</u> MTWTF-~	Spots/Week 2		<u>Rating</u> 0.00						
			10/08/12			3-4p	MTWTF	:30	2	\$600.001	0.00 NM	2	\$1,200.00
6 1	Z NOINV	10/02/	- 10/00/12	Dr Phil	OIVI	o -rp	bit set it.	.50		ψοσο.σσ :	O.OO INV		ψ1,2VU.UU
	DR. Pl	-IIL											
		art Date	End Date	<u>Weekdays</u>	Spots/Week	·	Rating						
-	Week: 10		10/08/12	MTWTF	2	•	0.00					1	
E1	3 KSNV	10/02/1	12 10/08/12		CM	5-630p	MTWTF	:30	1	\$1,800.00 1	0.00 N M	1	\$1,800.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
			M-F Early News M-F Early News								
EARLY	NEWS n	o 6PM NWS	on 10/3, 10/11,50	/16,10/22							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/08/12	MTWTF		\$1,800.00	0.00		**************************************			
E 14 KSNV	10/02/1	2 10/08/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF	:30 1	1 \$1,700.001	0.00 NM	1	\$1,700.00
IEODA	DDV		M-F Jeopardy/Wi	neel of Fortun	9						
JEOPA Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/08/12	MTWTF		\$1,700.00	0.00					
			FacetoFace/Ralst		730-758pm	MTWTF	:30	1 \$900.001	0.00 NM	1	\$900.00
2 10 110111	107027	0.00	FacetoFace/Rals		700 700p				5.00 1111	•	Ψοσο.σσ
FACE	TO FACE			·							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/08/12	MTWTF	1	\$900.00	0.00					
E16 KSNV	10/08/1	2 10/08/12	Mon PR 8-10p	CM	8-10pm	M	:30	1 \$4,000.001	0.00 NM	1	\$4,000.00
THE V	OICE.		Monday Prime 8-	10pm							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/14/12	M	<u>opotarreck</u>	\$4,000.00	0.00					
E 17 KSNV			Mon PR 10-11p	CM	10-11pm	M	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
_ ,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			Monday Prime 10					. 45,-51.55	0.00	·	ψο,=σο.σσ
Revolut	tion		·	·							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 10		10/14/12	M		\$3,200.00	0.00					
E 18 KSNV	10/04/1	2 10/04/12	Thurs PR 9-10p	CM	9-10pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
Office/	Darke & F	Recreation	Thursday Prime	9-10pm							
	raiks & r art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	T	<u>opots/1/cck</u>	\$3,200.00	0.00					
-			Fri PR 8-9p	CM	8-9pm	F	:30	1 \$2,000.001	0.00 NM	1	\$2,000.00
			Friday Prime 8-9							_	\$ _1_00.00
Whitne	y/ Commi	unity									
•	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/07/12	F		\$2,000.00	0.00					
E 20 KSNV	10/05/1	2 10/05/12	Fri PR 9-10p	CM	9-10pm	F	:30	1 \$2,600.001	0.00 NM	1	\$2,600.00
GRIMN	А		Friday Prime 9-1	opm							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	F		\$2,600.00	0.00					
E 21 KSNV	10/05/1	2 10/05/12	Fri 10-11p	СМ	10-11pm	F	:30	1 \$3,200.001	0.00 N M	0	\$0.00
			Friday Prime 10-	11pm							·
DATEL	INE NBC										
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10		10/07/12	F		\$3,200.00	0.00	Veekdavs L	anath Data	Dta Tuna		
	h <u>Date Ra</u> V 10/01/1	<u>11196</u> 2- <i>10/07/12 F</i>	escription iri 10-11n		<u>t/End Time</u> ∣1pm	_	<u>veekuays</u> <u>L</u> F	ength <u>Rate.</u> 30 (\$3,200,0 0	Rtg Type		
	edited	2-10/0////21	11 10-11p	10 1	TPIII			.00(\$0,200.00	/ 0.00 1414		
		on 6832858]								
E 22 KSNV	10/06/1	2 10/06/12	Sat PR 10-11p	СМ	10-1 1 pm	S-	:30	1 \$675.004	0.00 NM	1	\$675.00
			Saturday Prime	1 0 -11pm	•						
NBC P	rime Enc	ores									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10		10/07/12	S-	1	\$675.00	0.00	·	1011000001	0.00.1114		
E 23 KSNV	10/07/1	2 10/07/12	NFL Football	СМ	1P-9PM	5	:30	1 \$14,000.001	0.00 NM	1	\$14,000.00
SUN N	IT FR		NFL Football								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	S		\$14,000.00	0.00					
,			M-F News 3 at E		11pm-1135p		:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
			M-F News 3 at E	leven	·					I	

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KSNV

Totals

\$59,375.00

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Inventory Code Ln Ch Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start End Amount **NEWS 3 NIGHTSIDE** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/08/12 MTWTF--2 \$1,400.00 0.00 Week: 10/02/12 ----s E 25 KSNV 10/07/12 10/07/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,400,001 0.00 NM 1 \$1,400.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/01/12 10/07/12 -----\$1,400.00 0.00 E 26 KSNV 10/02/12 10/08/12 The Tonight Show CM 1135p-1237a MTWTF--:30 2 \$750.001 0.00 NM 2 \$1,500.00 Tonight Show TONIGHT SHOW W/ JAY LENO Weekdays Spots/Week End Date Rating Start Date Rate MTWTF--Week: 10/02/12 10/08/12 \$750.00 0.00 E 27 KSNV 10/02/12 10/08/12 Late Night w/Fallon CM 1237a-136am MTWTF--:30 \$350.001 0.00 NM \$700.00 Late Night w/Fallon LATE NIGHT W/JIMMY FALLON End Date Weekdays Spots/Week Rating Start Date Rate Week: 10/02/12 10/08/12 MTWTF--\$350.00 0.00 E 28 KSNV 10/06/12 10/06/12 Saturday Night Live CM 1130pm-1:02am ----5-:30 1 \$2,000.001 0.00 NM \$2,000.00 Saturday Night Live SATURDAY NIGHT LIVE Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 ----S-Week: 10/01/12 1 \$2,000.00 0.00 E 29 KSNV 10/07/12 10/07/12 NFL Pre-Game / FNA CM 1p-530pm ----S :30 1 \$2,400.001 0.00 NM \$2,400.00 NFL Pre-Game FTBL in America Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 ----S Week: 10/01/12 1 \$2,400.00 0.00